Index

Volume VI—1971

SUBJECT INDEX

Africa

A Manufacturing Base in Africa? Its Pros and Cons — Jan-Feb 79
Sheldon J. Gitelman

Air Freight

Air Freight: A Growth Industry with Problems — Sep-Oct 39
Gunnar K. Sletmo

Antitrust

Antitrust: How Far Does the Writ Run? — Mar-Apr 46
William D. Rogers

Aquabusiness

Corporation Enterprises in an Ocean Regime — Mar-Apr 7
Neil H. Jacoby

Deep Ocean Mining: Today and Tomorrow — Jan-Feb 43
Arnold J. Rothstein

Asia

Asia: Problems and Prospects for the MNC — Nov-Dec 33
J. Roy Galloway and Ashok Kapoor

Eurodollars Go Asian — Mar-Apr 89
Robert F. Emery

Monetary Cooperation in the Far East — Jul-Aug 94
Joachim O. Ronall

Singapore: Boom Town — Nov-Dec 27
Bernard F. Agnelli

Austria

Austria: The Third Man — Mar-Apr 73
James A. Ramsey

Balance of Payments

The Multinational Corporation: Measuring the Consequences — Jan-Feb 59
Robert B. Stobaugh

Book Reviews

The Alliance That Lost Its Way — Sep-Oct 93
Jerome Levinson and *Juan de Onis*

America in Europe: Business Empires in the World Economy — Sep-Oct 96
György Ádám

The Challenge of World Poverty — Mar-Apr 94
Gunnar Myrdal

China Trade Prospects and U.S. Policy — Jul-Aug 87
J. A. Cohen, R. F. Dernberger and *J. R. Garson*

Financial Statistics, 1970 — Jul-Aug 88
O.E.C.D.

International Business Research — Jul-Aug 88
L. C. Nehrt, J. F. Truitt and *R. W. Wright*

The Japanese Marketing System — Sep-Oct 94
M. Y. Yoshino

The Performance of Foreign-Owned Firms — Mar-Apr 96
A. E. Safarian

The Postwar Development of the Republic of Vietnam — Jul-Aug 88
Joint Development Group

U.S. Taxation of Foreign Investment Income — Mar-Apr 95
Peggy M. Musgrave

Canada

Guidelines for U.S. Investment in Canada — May-Jun 29
J. Alex Murray

The International Economy and the Nation State — Nov-Dec 51
Roy A. Matthews

The Mercantile Bank Affair — Nov-Dec 41
John Fayerweather

China, People's Republic of

China: A Mini-Market with Maxi-Potential — Sep-Oct 7
James A. Ramsey

Ideology and Management: The Chinese Oscillate — Jan-Feb 23
Barry M. Richman

Ideology and Management: Communism and Compromise — May-Jun 45
Barry M. Richman

Common Markets, Regional
ANCOM: An Andean Paradox — Jul-Aug 29
Howard C. Petersen

Andean Common Market: Challenge to Foreign Investors — Jul-Aug 22
Ralph A. Diaz

Round Three: Britain and the Common Market — Jul-Aug 69
Raymond Lubitz

Compensation
Expatriate Compensation in South America — May-Jun 69
David Young

Corporations, Multinational
International Sourcing in the LDCs — Nov-Dec 19
James Leontiades

Joint Venture Divorce in the MNC — May-Jun 13
Lawrence G. Franko

The LDC and the MNC: Will They Develop Together? — Sep-Oct 61
William R. Hoskins

Long-Range Planning in Multinational Firms — Sep-Oct 79
Hans Schollhammer

The MNC: Measuring the Consequences — Jan-Feb 59
Robert B. Stobaugh

Multinational Marketing: The Headquarters Role — Jan-Feb 85
Warren J. Keegan

The World Corporation: A Catalytic Agent? — Jul-Aug 45
Enno Hobbing

The World Corporation: The Total Commitment — May-Jun 5
Erich Jantsch

Development, Economic
Industrial Promotion: UNIDO is the Middleman — May-Jun 38
Ibrahim Helmi Abdel-Rahman

Israel's Economic Programs in Developing Countries — May-Jun 23
Rafael Aldor

Japan Exports Technology to Asian LDCs — Jan-Feb 65
Terutomo Ozawa

Direct Foreign Investment
The Outlook for Foreign Investment in the EEC — Nov-Dec 72
Peter G. Van Der Spek

Djakarta
The Plight of the Cities: Djakarta—The First to Close — Jul-Aug 89
Richard Critchfield

Economic Policy
The Business of the World: A View from the United States — May-Jun 87
David Rockefeller

Timely Advice from the Williams Commission — Nov-Dec 9
William Diebold, Jr.

Editorials
Roots — Jan-Feb 4
The Cost of Money in the Seventies — Mar-Apr 5
From Verities to Fallacies — May-Jun 4
In the Wake of Empires — Jul-Aug 4
Maximum Growth for Full Employment — Sep-Oct 4
Political Muscle, Inflation & Protectionism — Nov-Dec 4

EDP & Data Processing
Simulation: Now a Tool for European Management — Sep-Oct 88
John J. Dyment

Education, Management
The Salzburg Sound of Management — Mar-Apr 81
Robert K. Mueller

World Business Education: An Investment Opportunity — Mar-Apr 85
A. M. Lederer

Environment
The Business of Pollution: The Stick and the Carrot — Jan-Feb 35
Charles E. Allen

Food Production
The World of Hunger: A Management Challenge — Jan-Feb 51
Burt Nanus

International Economy
The International Economy and the Nation State — Nov-Dec 51
Roy A. Matthews

Israel

Israel's Economic Programs in Developing Countries — May-Jun 23
Rafael Aldor

Japan

Japan Exports Technology to Asian LDCs — Jan-Feb 65
Terutomo Ozawa

"Japan, Inc."—The Total Conglomerate — Mar-Apr 39
John C. Lobb

The Textile Negotiations: A Failure to Communicate — Jan-Feb 72
Gerald L. Curtis

The Textile Negotiations: Japan's Point of View — Jan-Feb 73
Saburo Okita

Joint Ventures

Joint-Venture Divorce in the MNC — May-Jun 13
Lawrence G. Franko

Labor

Foreign Investment and Global Labor — Jul-Aug 52
Robert d'A. Shaw

The New Look in Labor Relations — Jul-Aug 63
B. J. Widick

Social Innovation: 4 days—40 Hours — Jan-Feb 91
Riva Poor

The World's Work: Who Needs it Most? — Sep-Oct 24
André Van Dam

Latin America

The Andean Common Market: Challenge to Foreign Investors — Jul-Aug 22
Ralph A. Diaz

ANCOM: An Andean Paradox — Jul-Aug 29
Howard C. Petersen

The Art of Survival in Latin America — Jul-Aug 37
Laurence Birns and *Robert H. Lounsbury*

Is There a Better Way for Latin America? — Nov-Dec 61
Jack N. Behrman

Law

Antitrust: How Far Does the Writ Run? — Mar-Apr 46
William D. Rogers

The Use of Know-How: When Is Competition Unfair? — Mar-Apr 92
Henry P. de Vries

World Business and the Lawyer — Sep-Oct 91
Henry P. de Vries

Manufacturing, Overseas

International Sourcing in the LDCs — Nov-Dec 19
James Leontiades

A Manufacturing Base in Africa? Its Pros and Cons — Jan-Feb 79
Sheldon J. Gitelman

Money and Banking

Credit: A Key to Export Sales — Mar-Apr 31
Henry Kearns

Eurodollars Go Asian — Mar-Apr 89
Robert F. Emery

Financial Risk in Multinational Operations — Sep-Oct 15
John H. Watts, III

Monetary Cooperation in the Far East — Jul-Aug 94
Joachim O. Ronall

The Swiss Financial Market — May-Jun 93
Zdenek Cernohous

Toward a Common European Currency — Jan-Feb 15
Norman N. Mintz

Oil

Oil & Gas in the Seventies: Will There be Enough? — May-Jun 59
Gracer, David A, and *Schafer, Jack D.*

Oil Negotiations: A View from Iran — Nov-Dec 81
Mostafa Elm

Public Relations

Cross-Cultural Communication Through the Arts — Sep-Oct 31
C. Douglas Dillon

Risk, Financial

Financial Risk in Multinational Operations — Sep-Oct 15
John H. Watts, III

Risk, Political

Political Risk: Identification and Assessment — Jul-Aug 6
Stefan H. Robock

Site Location
Choosing Foreign Locations: One Company's Experience — Sep-Oct 71
E. S. Groo

Switzerland
The Swiss Financial Market — May-Jun 93
Zdenek Cernohous

Taxation
Value-Added Taxation — Jul-Aug 78
C. Lowell Harriss

Textiles
A Failure to Communicate — Jan-Feb 72
Gerald L. Curtis

Fibers, Fibers, Fibers — Mar-Apr 51
Herwig Strolz

Japan's Point of View — Jan-Feb 73
Saburo Okita

Trade, International
Trade Policy for the Seventies — Jan-Feb 5
Lawrence B. Krause

U.S. Foreign Trade in the Seventies — Sep-Oct 47
William N. Hazen

Transportation
Air Freight: A Growth Industry with Problems — Sep-Oct 39
Gunnar K. Sletmo

The Individual vs. Mass Transportation — May-Jun 79
Eugene H. Harlow

Railways Are in Distress: Worldwide — Mar-Apr 22
Ernest W. Williams, Jr.

UNIDO
Industrial Promotion: UNIDO is the Middleman — May-Jun 38
Ibrahim Helmi Abdel-Rahman

U.K.
Round Three: Britain and the Common Market — Jul-Aug 69
Raymond Lubitz

U.S.S.R.
Ideology and Management: The Soviet Evolution — Mar-Apr 62
Barry M. Richman

Ideology and Management: Communism and Compromise — May-Jun 45
Barry M. Richman

AUTHOR INDEX

ABDEL-RAHMAN, IBRAHIM HELMI
Industrial Promotion: UNIDO is the Middleman — May-Jun 38

AGNELLI, BERNARD F.
Singapore: Boom Town — Nov-Dec 27

ALDOR, RAFAEL
Israel's Economic Programs in Developing Countries — May-Jun 23

ALLEN, CHARLES E.
The Business of Pollution: the Stick and the Carrot — Jan-Feb 35

BEHRMAN, JACK N.
Is There A Better Way for Latin America? — Nov-Dec 61

BIRNS, LAURENCE and LOUNSBURY, ROBERT H.
The Art of Survival in Latin America — Jul-Aug 37

CERNOHOUS, ZDENEK
The Swiss Financial Market — May-Jun 93

CRITCHFIELD, RICHARD
The Plight of the Cities: Djakarta—The First to "Close" — Jul-Aug 89

CURTIS, GERALD L.
A Failure to Communicate — Jan-Feb 72

DE VRIES, HENRY P.
The Use of Know-How—When Is Competition Unfair? — Mar-Apr 92

DE VRIES, HENRY P.
World Business and the Lawyer — Sep-Oct 91

DIAZ, RALPH A.
The Andean Common Market: Challenge to Foreign Investors — Jul-Aug 22

DIEBOLD, WILLIAM, JR.
Timely Advice from the Williams Commission — Nov-Dec 9

DILLON, C. DOUGLAS
Cross-Cultural Communication Through the Arts — Sep-Oct 31

DYMENT, JOHN J.
Simulation: Now a Tool for European Management — Sep-Oct 88

ELM, MOSTAFA
Oil Negotiations: A View from Iran — Nov-Dec 81

EMERY, ROBERT F.
Eurodollars Go Asian — Mar-Apr 89

FAYERWEATHER, JOHN
The Mercantile Bank Affair — Nov-Dec 41

FRANKO, LAWRENCE G.
Joint-Venture Divorce in the Multinational Company — May-Jun 13

GALLOWAY, J. ROY and KAPOOR, ASHOK
Asia: Problems and Prospects for the MNC — Nov-Dec 33

GITELMAN, SHELDON J.
A Manufacturing Base in Africa? Its Pros and Cons — Jan-Feb 79

GRACER, DAVID A. and

SCHAFER, JACK D.
Oil & Gas in the Seventies: Will There be Enough? — May-Jun 59

GROO, E. S.
Choosing Foreign Locations: One Company's Experience — Sep-Oct 71

HARLOW, EUGENE H.
The Individual vs. Mass Transportation — May-Jun 79

HARRISS, C. LOWELL
Value-Added Taxation — Jul-Aug 78

HAZEN, N. WILLIAM
U.S. Foreign Trade in the Seventies — Sep-Oct 47

HOBBING, ENNO
The World Corporation: A Catalytic Agent? — Jul-Aug 45

HOSKINS, WILLIAM R.
The LDC and the MNC: Will They Develop Together? — Sep-Oct 61

JACOBY, NEIL H.
Corporate Enterprises in an Ocean Regime — Mar-Apr 7

JANTSCH, ERICH
The "World Corporation": The Total Commitment — May-Jun 5

KAPOOR, ASHOK and GALLOWAY, J. ROY
Asia: Problems and Prospects for the MNC — Nov-Dec 33

KEARNS, HENRY
Credit: A Key to Export Sales — Mar-Apr 31

KEEGAN, WARREN J.
Multinational Marketing: The Headquarters Role — Jan-Feb 85

KRAUSE, LAWRENCE B.
Trade Policy for the Seventies — Jan-Feb 5

LEDERER, A. M.
World Business Education: An Investment Opportunity — Mar-Apr 85

LEONTIADES, JAMES
International Sourcing in the LDCs — Nov-Dec 19

LOBB, JOHN C.
"Japan, Inc."—The Total Conglomerate — Mar-Apr 39

LOUNSBURY, ROBERT H. and BIRNS, LAURENCE
The Art of Survival in Latin America — Jul-Aug 37

LUBITZ, RAYMOND
Round Three: Britain and the Common Market — Jul-Aug 69

MATTHEWS, ROY A.
The International Economy and the Nation State — Nov-Dec 51

MINTZ, NORMAN N.
Toward a Common European Currency — Jan-Feb 15

MUELLER, ROBERT K.
The Salzburg Sound of Management — Mar-Apr 81

MURRAY, J. ALEX
Guidelines for U.S. Investment in Canada — May-Jun 29

NANUS, BURT
The World of Hunger: A Management Challenge — Jan-Feb 51

OKITA, SABURO
Japan's Point of View — Jan-Feb 73

OZAWA, TERUTOMO
Japan Exports Technology to Asian LDCs Jan-Feb 65

PETERSEN, HOWARD C.
ANCOM: An Andean Paradox Jul-Aug 29

POOR, RIVA
Social Innovation: 4 Days—40 Hours Jan-Feb 91

RAMSEY, JAMES A.
Austria: The Third Man Mar-Apr 73

RAMSEY, JAMES A.
China: A Mini-Market with Maxi-Potential Sep-Oct 7

RICHMAN, BARRY M.
Ideology and Management: The Chinese Oscillate Jan-Feb 23

RICHMAN, BARRY M.
Ideology and Management: The Soviet Evolution Mar-Apr 62

RICHMAN, BARRY M.
Ideology and Management: Communism and Compromise May-Jun 45

ROBOCK, STEFAN H.
Political Risk: Identification & Assessment Jul-Aug 6

ROCKEFELLER, DAVID
The Business of the World: A View from the United States May-Jun 87

ROGERS, WILLIAM D.
Antitrust: How Far Does the Writ Run? Mar-Apr 46

RONALL, JOACHIM O.
Monetary Cooperation in the Far East: Proposals and Prospects Jul-Aug 94

ROTHSTEIN, ARNOLD J.
Deep Ocean Mining: Today & Tomorrow Jan-Feb. 43

SCHAFER, JACK D. and GRACER, DAVID A.
Oil & Gas in the Seventies: Will There be Enough? May-Jun 59

SCHOLLHAMMER, HANS
Long-Range Planning in Multinational Firms Sep-Oct 79

SHAW, ROBERT d'A
Foreign Investment and Global Labor Jul-Aug 52

SLETMO, GUNNAR K.
Air Freight: A Growth Industry with Problems Sep-Oct 39

STOBAUGH, ROBERT B.
The Multinational Corporation: Measuring the Consequences Jan-Feb 59

STROLZ, HERWIG
Fibers, Fibers, Fibers Mar-Apr 51

VAN DAM, ANDRÉ
The World's Work: Who Needs it Most? Sep-Oct 24

VAN DER SPEK, PETER G.
The Outlook for Foreign Investment in the EEC Nov-Dec 72

WATTS, JOHN H. III
Financial Risk in Multinational Operations Sep-Oct 15

WIDICK, B. J.
The New Look in Labor Relations Jul-Aug 63

WILLIAMS, ERNEST W., JR.
Railways Are in Distress: Worldwide Mar-Apr 22

YOUNG, DAVID
Expatriate Compensation in South America May-Jun 69